

FEDERAL COMMUNICATIONS COMMISSION
445 TWELFTH STREET SW
WASHINGTON DC 20554

MEDIA BUREAU
AUDIO DIVISION
APPLICATION STATUS: (202) 418-2730
HOME PAGE: www.fcc.gov/mb/audio/

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August 6, 2010

Carrie A. Ward, Esq.
Entercom Communications Corp.
401 City Avenue, Suite 809
Bala Cynwyd, Pennsylvania 19004

Re: WSMW (FM), Greensboro, North Carolina
Facility Identification Number: 71272
Entercom Greensboro License, LLC
Special Temporary Authority

Dear Counsel:

This is in reference to the request filed August 5, 2010, on behalf of Entercom Greensboro License, LLC ("Entercom"). Entercom requests special temporary authority ("STA") to operate Station WSMW with reduced power.¹ In support of the request, Entercom states that two bays of the station's antenna have failed, preventing operation with full, licensed power. Entercom states that it has ordered a replacement antenna which will be installed upon receipt.

Section 73.1560(d), which governs reduced power operation, states:

In the event it becomes technically impossible to operate at authorized power, a broadcast station may operate at reduced power for a period of not more than 30 days without specific authority from the FCC. If operation at reduced power will exceed 10 consecutive days, notification must be made to the FCC in Washington, DC, Attention: Audio Division (radio) or Video Division (television), Media Bureau, not later than the 10th day of the lower power operation. In the event that normal power is restored within the 30 day period, the licensee must notify the FCC of the date that normal operation was restored. If causes beyond the control of the licensee prevent restoration of the authorized power within 30 days, a request for Special Temporary Authority (see Section 73.1635) must be made to the FCC in Washington, DC for additional time as may be necessary.

Our review indicates that the request complies with Section 73.1560(d).

Accordingly, the request for STA IS HEREBY GRANTED. Station WSMW may operate with reduced power. Entercom must use whatever means are necessary to protect workers and the public from exposure to radio frequency radiation in excess of the Commission's exposure

¹ WSMW is licensed for operation on Channel 254C0 with effective radiated power of 100 kW and antenna height above average terrain of 375 meters.

guidelines; *See* 47 CFR § 1.1310. Entercom must notify the Commission when licensed operation is restored.

This authority expires on **November 6, 2010**.

STA Advisory: Section 309(f) of the Communications Act of 1934, as amended, authorizes the Commission to grant STA in cases of "extraordinary circumstances requiring temporary authorizations in the public interest and when delay in the institution of the temporary operations would seriously prejudice the public interest." However, Section 309(f) is not a means by which a licensee/permittee may circumvent established processing procedures which require the filing of an application, nor is it a means by which a broadcaster may enhance his facility or make operation more convenient for the broadcaster. Stations operating with less than licensed facilities under temporary authorities can be viewed as receiving the benefit of a larger protection area than that in which they are currently providing service.

Accordingly, Special Temporary Authorities by nature are to be temporary and are not intended for extended use. Licensees of stations operating under temporary authorities are reminded that timely restoration of permanent facilities is the responsibility of the licensee and should be undertaken expeditiously. Any request for extension of special temporary authorities carries an increased burden with each subsequent request.

Therefore, requests for extension of STA will be granted only where the licensee can show that one or more of the following criteria have been met:

- Restoration of licensed facilities is complete and testing is underway;
- Substantial progress has been made during the most recent STA period toward restoration of licensed operation; or
- No progress has been made during the most recent STA period for reasons clearly beyond the licensee's control, and the licensee has taken all possible steps to expeditiously resolve the problem.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles N. Miller", with a stylized flourish at the end.

Charles N. Miller, Engineer
Audio Division
Media Bureau

cc: Entercom Greensboro License, LLC



ENTERCOM[®]

SERVICES DIVISION

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FCC Mail Room

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RECEIVED

CARRIE A. WARD
ASSOCIATE COUNSEL

July 13, 2010

VIA FEDERAL EXPRESS

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Station WSMW(FM), Greensboro, NC (Facility ID No. 71272)

Dear Ms. Dortch:

On behalf of Entercom Greensboro License, LLC, licensee of Greensboro, NC (Facility ID No. 71272) ("**Station**"), this letter serves to notify the Commission pursuant to Section 73.1560(d) of the Commission's rules that the Station has been operating at approximately 60% power since July 8, 2010 due to the failure of two bays on its main antenna. Station will immediately notify the Commission when repairs have been made to the antenna and it has returned to normal full power operations.

The undersigned counsel is authorized to represent that neither the licensee nor any party holding an attributable interest in the licensee is subject to a denial of federal benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 USC Section 862.

Kindly date stamp the enclosed copy of this letter acknowledging its receipt by your office and return it to me in the enclosed self-addressed stamped envelope. If any additional information is desired in connection with this matter, please contact the undersigned.

Sincerely,

Carrie Ward

cc: Audio Division

ENTERCOM COMMUNICATIONS CORP.

401 City Avenue, Suite 809, Bala Cynwyd, PA 19004 • (610) 660-5652 • Fax (610) 660-5527 • www.entercom.com

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ASSOCIATE COUNSEL

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445 12th Street, S.W.
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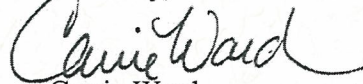
Dear Ms. Dortch:

On behalf of Entercom Greensboro License, LLC, licensee of Greensboro, NC (Facility ID No. 71272) ("Station"), this letter serves to notify the Commission pursuant to Section 73.1560(d) of the Commission's rules that the Station has been operating at approximately 60% power since July 8, 2010 due to the failure of two bays on its main antenna. Station will immediately notify the Commission when repairs have been made to the antenna and it has returned to normal full power operations.

The undersigned counsel is authorized to represent that neither the licensee nor any party holding an attributable interest in the licensee is subject to a denial of federal benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 USC Section 862.

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